

Rep Order# 7901089
EC'd Yes

Ver#	1	Mod#	0	Status	Confirmed
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Traffic Order# 24681

Printed: 08/30/2012 11:37 AM
Last Received: 08/30/2012 9:33 AM
ing Buylines: All Lines

1 of 3

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4R
Estimate# 903906
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/905906
Flight Dates 09/05/2012 - 09/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	W	TODAY	9A-10A	:30	09/05-09/05	1	\$230.00	1
Rating: 3.0								
2	TH	TODAY	9A-10A	:30	09/06-09/06	2	\$230.00	2
Rating: 3.0								
3	W-TH	RACHAEL RAY	10A-11A	:30	09/05-09/06	2	\$230.00	2
Rating: 2.5								
Buyline Comment: 1/DAY								
5	W-TH	STUDIO 5	11A-12P	:30	09/05-09/06	2	\$150.00	2
Rating: 2.0								
Buyline Comment: 1/DAY								
7	W	NEWS @ NOON	12P-1P	:30	09/05-09/05	2	\$220.00	2
Rating: 3.0								
8	TH	NEWS @ NOON	12P-1P	:30	09/06-09/06	1	\$220.00	1
Rating: 3.0								
9	W-TH	TODAY SHOW 3	1P-2P	:30	09/05-09/06	2	\$150.00	2
Rating: 2.0								
Buyline Comment: 1/DAY								
11	W-TH	NATE BERKUS	3P-4P	:30	09/05-09/06	2	\$95.00	2
Rating: 1.0								
Buyline Comment: 1/DAY								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
29	W-TH	TONIGHT SHOW	1035P-1135P	:30	09/05-09/06	2	\$775.00	2
Rating: 4.5								
Buyline Comment: 1/DAY								

31 W-TH LATE NIGHT
Rating: 2.7

1135P-1235A	:30	09/05-09/06	2	\$325.00	2
Buyline Comment: 1/DAY					

---REPORT TOTALS---

Report Totals: 35 / \$13,200.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$13,200.00
Sales Totals: 35 / \$13,200.00
Station Totals: 35 / \$13,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$66,000	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNEN 80%	
Books	null					
Demos	RA35+					